

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A ~~computer-implemented~~ method of profiling a user of a system for assisting the buying and selling of properties, comprising:

~~defining receiving data associated with~~ a plurality of character types;

~~defining receiving data associated with~~ a plurality of character attributes and divided into character attribute subsets;

~~defining generating, using a computer program,~~ a character matrix representing the likelihood that a person of at least one of the character types will fit into at least one of the character attribute subsets;

assigning, using a computer program, a character profile score to the user using the character profile matrix, the user being a seller or a buyer; and

providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score.

2. (Currently Amended) A ~~computer-implemented~~ method of profiling a user of a system for assisting the buying and selling of properties, comprising:

~~defining generating, using a computer program,~~ a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;

assigning, using a computer program, a character profile score to the user using the character profile matrix; and

providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score.

3. (Original) The method of claim 2, wherein:
the character types include at least one of yuppie, expatriate, young family, established family, teenager, elderly, and none; and
the character attributes include at least one of age, income range, marital status, number of children, and nationality.

4. (Original) The method of claim 2, wherein the user is a seller and the customized recommendation is a recommendation to sell a property.

5. (Original) The method of claim 2, wherein the user is a buyer and the customized recommendation is a recommendation to buy a property.

6. (Original) The method of claim 2, wherein assigning the character profile score comprises:
receiving questionnaire answers from the user;
mapping the user in the character profile matrix using the questionnaire answers; and
calculating the character profile score.

7. (Original) The method of claim 2, wherein the questionnaire answers comprise demographic data, preferred neighborhood data and preferred property type data.

8. (Original) The method of claim 2, wherein mapping the user in the character profile matrix comprises:
passing the demographic data through a demographic matrix of the character profile matrix to calculate a demographic weightage indicating the relative degree of demographic similarity of the user to each of the character types;

passing the preferred neighborhood data through a neighborhood matrix of the character profile matrix to calculate a neighborhood weightage indicating the relative degree of demographic similarity of the user to each of the character types;

passing the preferred neighborhood data through a neighborhood matrix of the character profile matrix to calculate a neighborhood weightage indicating the relative degree of neighborhood preference similarity of the user to each of the character types;

passing the preferred property type data through a property type matrix of the character profile matrix to calculate a property type weightage indicating the relative degree of property type preference similarity of the user to each of the character types;

passing a relative weightage preference of the neighborhood weightage through the neighborhood weightage to determine a preferred neighborhood weightage for each character type;

passing a relative weightage preference of the property type weightage through the property type weightage to determine a preferred property type weightage for each character type; and

adding the preferred neighborhood weightage for each character type to the preferred property type weightage for each character type to determine a property weightage indicating the relative degree of property preference similarity of the user to each of the character types.

9. (Original) The method of claim 2, wherein calculating the character profile score comprises:

passing a relative weightage preference of the demographic weightage through the demographic weightage to determine a preferred demographic weightage for each character type;

passing a relative weightage preference of the property weightage through the property weightage to determine a preferred property weightage for each character type; and

adding the preferred demographic weightage for each character type to the preferred property weightage for each character type to determine the character profile score.

10. (Original) The method of claim 2, wherein providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score comprises:

defining a plurality of recommendation object attributes divided into recommendation object attribute subsets;

defining a recommendation object profile matrix representing the likelihood that a person of at least one of the character types will fit into at least one of the recommendation object attribute subsets;

assigning a recommendation object profile score to the user using the recommendation object profile matrix and the character profile score; and

providing the customized recommendation to the user based on the recommendation object profile score.

11. (Original) The method of claim 10, wherein:

the recommendation object is at least one of a property, a tool, a new project listing, an article, a pricing index, a promotion, a sorting preference, and a home furnishing; and

when the recommendation object is a property, the recommendation object attributes are property attributes that include at least one of neighborhood, property type, buildup area and number of rooms.

12. (Original) The method of claim 10, wherein assigning the recommendation object profile score comprises:

mapping the user in the recommendation object profile matrix using the character profile score; and

calculating the recommendation object profile score.

13. (Original) The method of claim 12, wherein:

mapping the user in the recommendation object profile matrix comprises passing the character profile score through the recommendation object profile matrix to calculate recommendation object attribute fit scores indicating, for each character type, the likelihood that the user would desire each of the recommendation object attributes; and

calculating the recommendation object profile score comprises:

adding the recommendation object attribute fit scores for each property attribute to calculate recommendation object attribute fit total scores; and

adding the recommendation object attribute fit total scores to calculate the recommendation object profile score.

14. (Currently amended) The method of claim 13, wherein providing the customized recommendation comprises:

ranking the recommendation object profile score with the other recommendation object profile scores;

selecting a number of high-ranking recommendation object profile scores; and

recommending to the user a recommendation object[[s]] associated with a high-ranking recommendation object profile score.

15. (Original) The method of claim 2, further comprising:

tracking at least one online action of the user to obtain user habit information; and

recalculating the character profile score using the character profile matrix and the user habit information.

16. (Original) The method of claim 15, wherein the online action is at least one of a property search, a profile search, a property price search, a change to a list of favorite properties, a request to view detailed information regarding the property, a request for an appointment to visit the property, and applying for a loan.

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17. (Original) The method of claim 15, further comprising redefining the character profile matrix using the user habit information.